

CLAIMS:

1. An arrangement (100) for distributing content (200), comprising an aggregator (101) arranged for bundling the content (200) according to a segment profile (209) and distributing the content (200) to a receiving device (120),

the receiving device (120) comprising user profile maintenance means (210)

5 for maintaining a user profile (211), and profile transmitting means (212) for transmitting the user profile (211) to a profiling center (220),

the profiling center (220) being arranged for aggregating user profiles (211) received from plural receiving devices (120) into an aggregated profile (221), and for making the aggregated profile (221) available to the aggregator (101) for use as the segment profile (209).

2. The arrangement (100) as claimed in claim 1, wherein metadata (201) related to the content (200) is embedded into the content (200) by means of a watermark.

15 3. A profiling center (220) for use in the arrangement (100) of claim 1, being arranged for aggregating user profiles (211) received from plural receiving devices (120) into an aggregated profile (221), and for making the aggregated profile (221) available to an aggregator (101) for use as a segment profile (209).

20 4. The profiling center (220) as claimed in claim 3, being further arranged to additionally aggregate a rights profile (231) received from a rights clearinghouse (230) into the aggregated profile (221).

5. The profiling center (220) as claimed in claim 3, being further arranged to additionally aggregate a financial profile (241) received from a financial clearinghouse (240) into the aggregated profile (221).

6. A. receiving device (120) for use in the arrangement (100) of claim 1, comprising user profile maintenance means (210) for maintaining a user profile (211), and

profile transmitting means (212) for transmitting the user profile (211) to a profiling center (220).

7. The receiving device (120) as claimed in claim 6, wherein the profile transmitting means (212) are arranged for transmitting only a portion of the user profile (211) which has been modified since a previous transmission of the user profile (211).

8. A method of profiling consumer behavior, comprising receiving user profiles (211) from plural receiving devices (120), aggregating said received user profiles (211) into an aggregated profile (221), and making the aggregated profile (221) available to an aggregator (101) for use as a segment profile (209).

9. The method as claimed in claim 8, comprising additionally aggregating a rights profile (231) received from a rights clearinghouse (230) into the aggregated profile (221).

10. The method as claimed in claim 8, comprising additionally aggregating a financial profile (241) received from a financial clearinghouse (240) into the aggregated profile (221).